

CLAIMS

We claim as our invention:

- 1) A custom content presentation system through which users can influence presented content, comprising:
 - a client such as a PC, PMP, or other device capable of stimulating human senses which is capable of receiving data from and conveying data to a server;
 - a server which conveys, receives, and stores data;
 - a content rating and information request system; and
 - a server-based reporting tool.
- 2) The system of Claim 1 in which data stored by said server includes content, content attributes, and content reviews.
- 3) The system of Claim 1 in which data conveyed from said server includes content and content information.
- 4) The system of Claim 1 in which said client acts as a server, thereby providing content-related information stored thereon to other devices.
- 5) The system of Claim 1 in which said content rating system allows a user to rate content as or after it is experienced.
- 6) The system of Claim 1 in which said device has buttons or other interface elements that allow a user to provide feedback concerning various content, enter preference information, or otherwise interact with content or with a server.
- 7) The system of Claim 1 in which data conveyed from said server contains proprietary or restricted content that is marked as such, and which said client may refuse to process if certain restrictions are not met.
- 8) The system of Claim 1 in which said server conveys only data of interest to a user, as determined by user feedback and user preferences.

- 1 9) The system of Claim 1 in which said information request system allows a user to
2 purchase or indicate a desire to purchase content before, during and after it is
3 experienced.
- 1 10) The system of Claim 1 in which user feedback and information requests are
2 immediately sent to a server through a wireless or wired communications medium.
- 1 11) The system of Claim 1 in which user feedback and information request are stored on
2 a device until said device can communicate with a server, at which time said feedback
3 and information requests are conveyed to a server.
- 1 12) The system of Claim 1 in which said reporting tool provides reports to content
2 authors, advertisers, and other interested parties which contain average content
3 ratings, content popularity indexes, content information requests, genre-based content
4 preferences, and other information derived from data stored in a server.
- 1 13) A method for individualized content distribution comprising the steps of:
2 selecting content based on user preferences, content author or publisher
3 preferences;
4 preparing said content, including the addition of ownership, authorship, and other
5 digital rights information, and content compression or encryption;
6 conveying said content to a PMP, PC, or other device from which said content
7 may be experienced; and
8 removing said content after a length of time, number of experiences, or other
9 event.
- 1 14) The method of Claim 13 wherein said user preferences are based on ratings gathered
2 substantially contemporaneous with a user's experiencing said content.
- 1 15) The method of Claim 13 wherein content preferences are entered by a user prior to
2 content selection, and where such preferences are modified as content is experienced
3 and user ratings are received.
- 1 16) The method of Claim 13 wherein said content includes advertisements which are
2 targeted at a particular individual or group of individuals based on content

preferences, frequency with which content is purchased through the present invention, geographic region in which a user resides, or other demographic information.

17) The method of Claim 13 wherein said digital rights information may be used to restrict access to content on an individual-by-individual, device-by-device, or group-by-group basis.

18) The method of Claim 13 wherein said user preferences include the option to refuse certain content types, such as advertisements or full-motion video, and content genres.

19) The method of Claim 13 wherein said content compression includes down-sampling content to reduce such content's file size or conveyance needs.

20) The method of Claim 13 wherein said conveyance may be achieved by a means set forth in user preferences.

21) The method of Claim 13 wherein said content may be altered, such as resizing text or graphical information, down-sampling audio or video files, or other alterations, to match device capabilities or to meet user specifications.

22) The method of Claim 13 wherein said conveyance may be achieved by a means appropriate to a specific device, such as wired or wireless communications or removable media.

23) The method of Claim 13 wherein said content may be removed based on digital rights management or other content attributes associated with a specific content.

24) The method of Claim 23 wherein said content removals are also controlled by user preferences and user ratings such that popular content is maintained by a device, thus reducing storage, conveyance, and related needs.

25) The method of Claim 13 wherein said content is conveyed from a server to a client by transmitting said content as a continuous data stream.

1 26) The method of Claim 13 wherein said content is conveyed from a server to a client by
2 a server storing said content on removable media and transferring said media to a
3 client.

1 27) The method of Claim 13 wherein said content is conveyed from a server to a client by
2 transmitting said content as discrete files.

1 28) The method of Claim 13 wherein said content is conveyed from a server to a client as
2 a combination of discrete file transfers and streamed data.

1 29) A custom content presentation system through which users can influence presented
2 content, comprising:

3 a client such as a PC, PMP, or other device capable of stimulating human senses
4 which is capable of receiving data from and conveying data to a server;

5 a server which conveys, receives, and stores data;

6 a content rating and information request system; and

7 a server-based reporting tool;

8 wherein said server stores content, content attributes, and content reviews;

9 said server conveys some content information to a client along with said
10 content;

11 users experience said content through a device;

12 users rate content during or after such content is experienced;

13 users request information about or indicate a desire to purchase content as it is
14 experienced;

15 user ratings, information requests, and purchase requests are conveyed to a
16 server; and

17 said user ratings and requests are used to select additional content for a client,
18 and to generate usage statistics and other information for content creators.

1 30) A method for individualized content distribution comprising the steps of:

2 selecting content based on user preferences, content author or publisher
3 preferences;

4 preparing said content, including the addition of ownership, authorship, and other
5 digital rights information, and content compression or encryption;

6 conveying said content to a PMP, PC, or other device from which said content
7 may be experienced; and

8 removing said content after a length of time, number of experiences, or other
9 event;

10
11 the method further comprising the steps of a user:

12
13 specifying content preferences in a web page or other machine-readable
14 format;

15 said content selected based on such preferences;

16 selected content processed for conveyance and conveyed to a device;

17 said content experienced by said user;

18 said user rating said content;

19 all or a portion of said content at or above a certain rating level being
20 maintained on a device, while some portion of said content may be removed from a
21 device once said content has been experienced; and

22 content remaining on a device is only experienced after approval from a server,
23 content author, or content provider.